

THE INNOVATION JOURNEY

Master confectioner Nanetta Ruf runs a mobile bakery in the Wetterau region of Hesse in the centre of Germany. Her 26-tonne truck has an 18m² bakery, a mini office, a sleeping area and a separate toilet.



She does contract processing of farm produce from organic farms within a radius of around 150 kilometres from her home. She visits the farms, stays on the farm for about a week with her lorry and creates a stock of products for the farmers and direct marketers, such as cakes in jars, tartlets, egnog, jams and spices, which they in turn sell in their farm shops.

THE IMPACTS OF INNOVATION

Nanetta would like to be self-employed, develop her own products and make beautiful, creative things. She was also looking for an alternative to the night

work of traditional bakers and confectioners. She developed KondiTOUREi, Germany's first mobile confectionery, modelled on mobile cheese dairies and butcher's shops.



With her initiative, she created the opportunity for direct marketers to offer a wider range of products for direct marketing without the need for extensive investment. Otherwise, they would not be able to produce many products themselves because they lack the necessary resources. Through Nanetta's work, the farms she cooperates with become an attractive destination that can offer a nice piece of cake as well as many other products. With her courage and creativity, Nanetta is a role model for many women.

USEFUL LINKS

- <https://konditourei.de/>
- <https://www.lwk-rlp.de/de/beratung/lwk-beratung-news/news/News/detail/konditourei-mobile-produktveredlung-am-hof/>
- <https://www.ardmediathek.de/video/kochstories/kochstories-suesses-on-tour-die-konditorin-mit-dem-truck/hr-fernsehen/NjMwYmZhMDUtODQwMi00ZmUyLTkwMjAtMzlkZDIjZWlwMGV>